



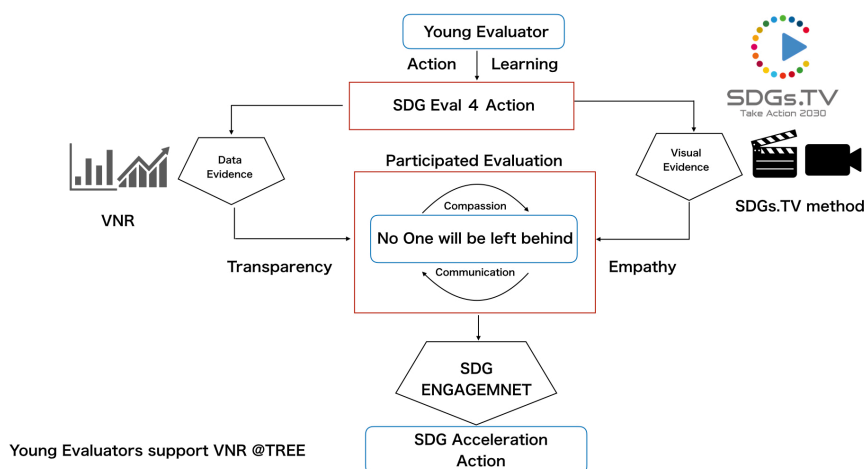
Effectiveness of visual evidence by young evaluators

- To utilize the SDG Acceleration Action platform-

TREE, a Japanese visual and educational media, proposes to the SDG Acceleration Action platform as one of the initiatives to accelerate the achievement of SDGs. It is an approach that pursues the characteristics and potential of images and uses their abilities to develop young evaluators.

As many people know, SDGs have 232 KPIs and its evaluation tool varies by projects and stakeholders. In order for each country to achieve each KPI, young people must have the ability to evaluate based on evidence, practice alternative evaluation that runs in parallel with VNR, and influence national policy-making. Based on the performance of education on sustainability, TREE, is participating in Evaluation for Action Campaign and utilize the potential of the media to support the development of young evaluators.

There are two potentials for visual media. Firstly, it is an evidence-based strategic approach that conveys the loss of ecosystems and the existence and suffering of people who have been especially left behind, which do not appear in general quantitative evaluation. Participatory evaluation using this tool provides another evidence that is different from the quantitative analysis evaluation of 232 KPIs. Secondly, visual media is a tool to clarify the issues facing central and local societies, convey sympathetic awareness of social justice to the entire civil society, and accelerate the achievement of the SDGs.





Digital natives who use wearable devices have the advantage of learning the integrated evaluation of video and data. Those digital natives with evaluative literacy initially assess SDGs activity by their familiar society such as their own family, local government and company, and as they grow, will gradually expand to assess activity by central government and big company. They have the potential to influence decision-making of central and local governments as well as companies for achieving the SDGs.

We have practiced education program using SDGs TV method to understand the complexity of challenges and develop its solutions, for primary/secondary and higher educational institutions in Japan. For those young people participated in our program, evaluation activity will become a part of their lives. We support the progress of VNR by fostering a social environment for that purpose by utilizing video and educational media.

2020.14, July

Reference

Evaluation for Action Campaign: <https://www.eval4action.org>

SDGs.TV: <https://sdgs.tv>

SDGs.TV method: <https://sdgs.tv/method/> <https://sdgs.tv/future-literacy>

Education program: <http://tree.vc/sdgsbiz/741.html>

Visual evidence: <http://tree.vc/work/247.html/> <http://esd.ac>

Evaluation for Action in Japan: <http://tree.vc/sdgsbiz/747.html>